



findings by ward



summary

The 6 wards were largely similar in their recreation participation, and desire for additional facilities. The following points out the subtle but important differences between wards, providing some geographic focus to the interpretation of the survey results. Appendix A includes complete results broken down by ward and guidelines for data interpretation.

survey representation by ward

- Given the pattern of City growth in the past five years, response rates for four years-in-residence groups (3 years or less, 4-6 years, 7-10 years, or 11+ years) are likely accurate for five of the six wards. Ward 6 is the exception; due to explosive growth in this ward and moderate response rates by new and recent residents, new and recent residents are likely underrepresented in this ward.
- Respondents age 35 years and older are generally overrepresented in this survey given City age statistics. Youths 10-17 years old and respondents 25-34 years old are generally well represented by this survey. Respondents 18-24 years old are generally underrepresented in this survey. These trends vary by ward.
- All races are well represented in this survey given City race statistics, with overall response rates by race comparable to racial breakdowns from the 2000 Census. Representation accuracy trends vary by ward, however.
- Women are overrepresented by this survey in all wards, a trend common for recreation surveys.
- A significant number of respondents from all wards have access to the internet.



In-Line Skating at Extreme Sports event

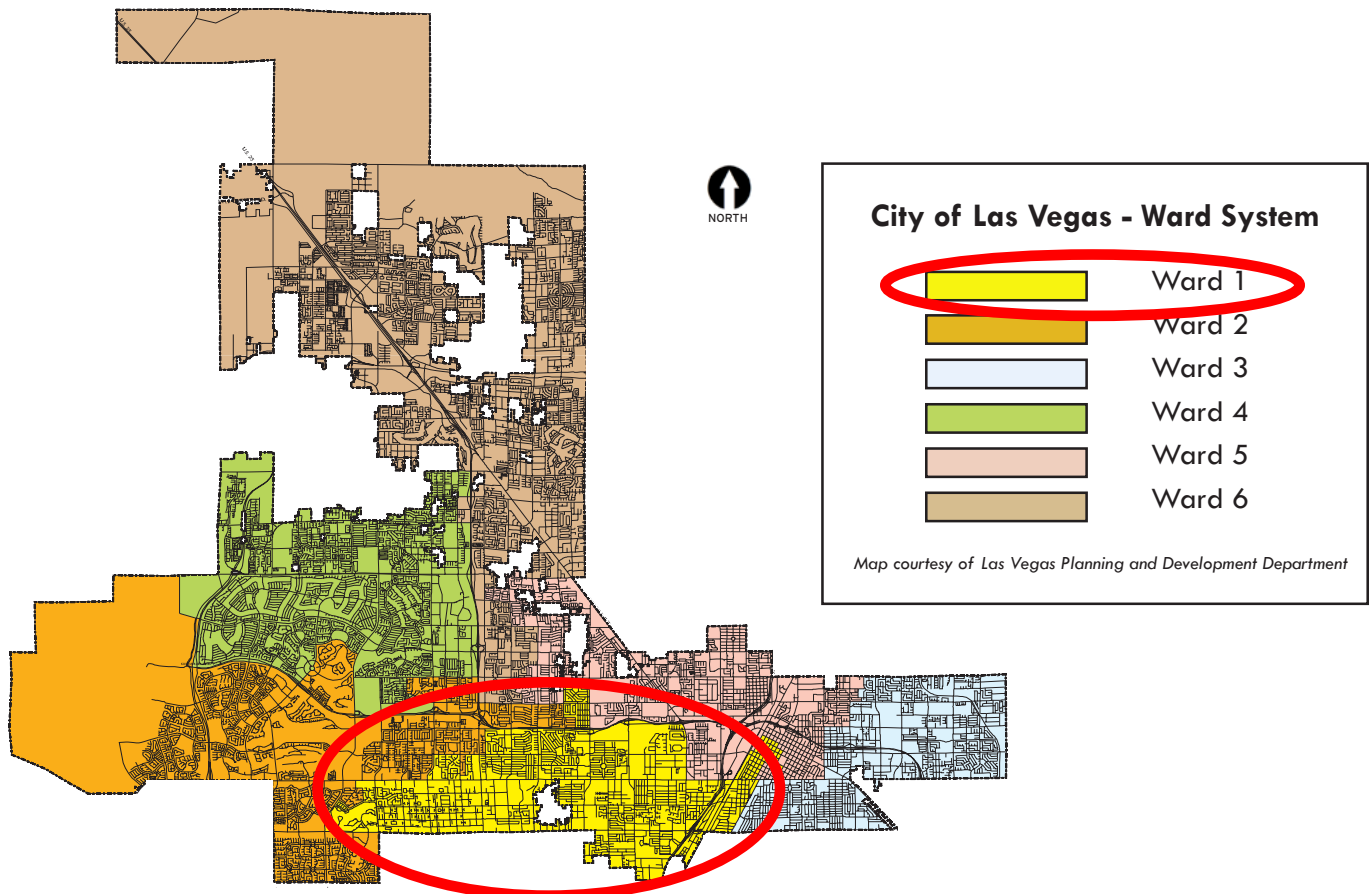
CLV Municipal Pool Senior Fitness

ward 1 observations

- Facility priorities in Ward 1 are as follows: upgrade existing facilities, maintain existing facilities, and build new facilities.
- Respondents from Ward 1 participate in outdoor swimming and gardening more than other wards.
- When asked what they would like to do, respondents from this ward indicated they would like to attend concerts, walk for pleasure, attend fairs and festivals, exercise and do aerobics, participate in family activities and do arts and crafts. There is an opportunity to meet demand for similar new activities jointly between Ward 1 and Ward 2, which share a higher-than-average interest in the above activities.
- Respondents were asked if they used the parks in their area. If they responded that they seldom used them they were then asked why they seldom used or did not use parks in their area. Respondents from

this ward indicated that they feel unsafe, find their parks unenjoyable or uninteresting, feel their parks are poorly maintained, and use private facilities. The extensive use of private facilities is somewhat surprising given the median income for this ward – moderate compared to other wards.

- 63.2% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.
- The overall list of additional recreational facilities desired is comparable to that of other wards. However, in Ward 1 a dog park, an open grass area, tennis courts and a group picnic facility were rated higher than average.

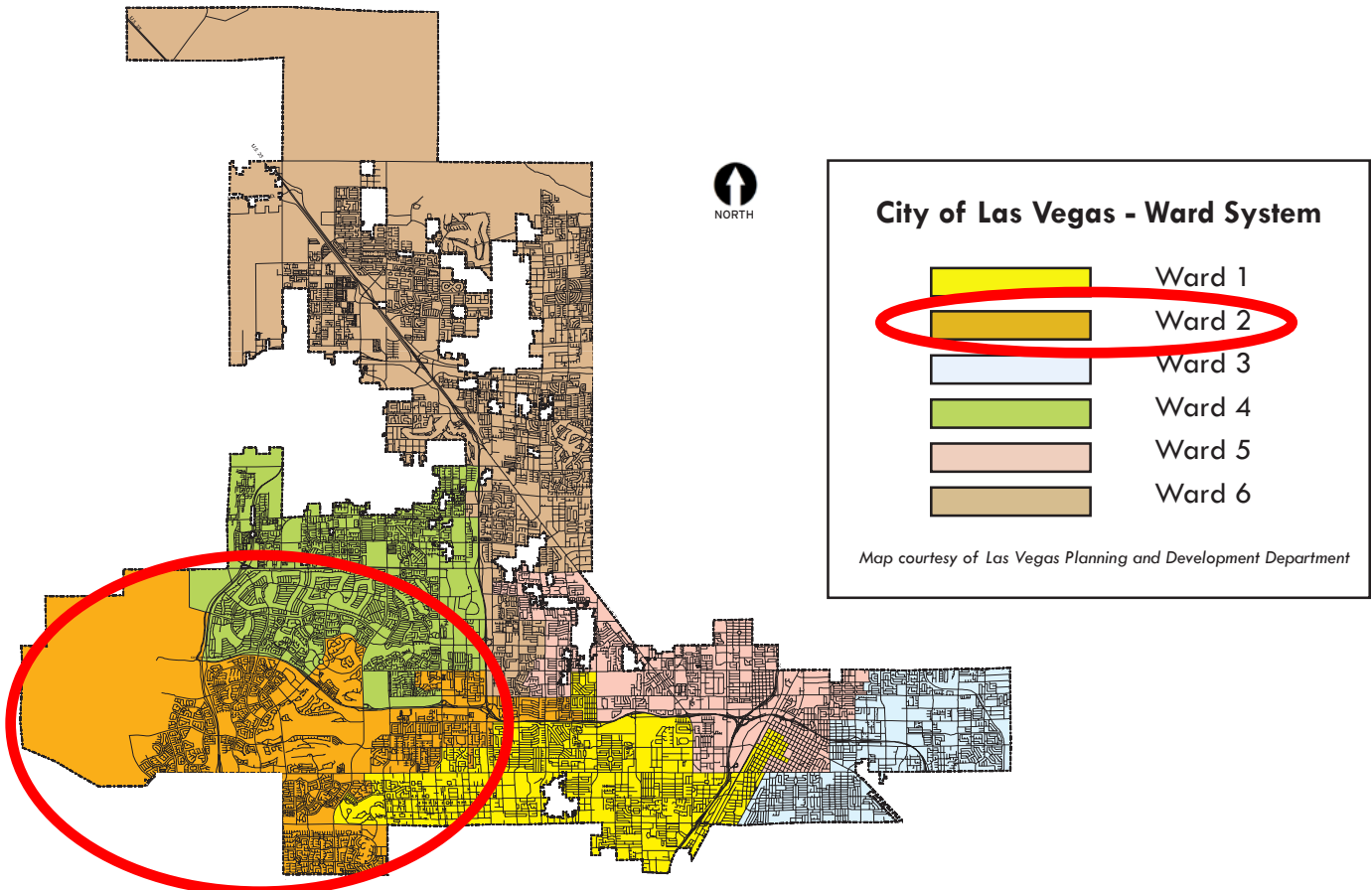


ward 2 observations

- Facility priorities in this ward are as follows: upgrade/maintain existing facilities (equally voted as a top priority), and build new facilities.
- Respondents from Ward 2 walk and exercise/do aerobics more than other wards.
- Respondents from this ward indicated they would like to attend concerts, walk for pleasure, attend fairs and festivals, exercise and do aerobics, participate in family activities, do arts and crafts and gourmet cook. There is an opportunity to meet demand for similar new activities jointly between Ward 1 and Ward 2, which share a higher-than-average interest in the above activities.
- Respondents were asked if they use parks in their area. If they responded that they seldom used parks, a follow-up question asked why. Respondents from this ward they indicated that they use private facilities.

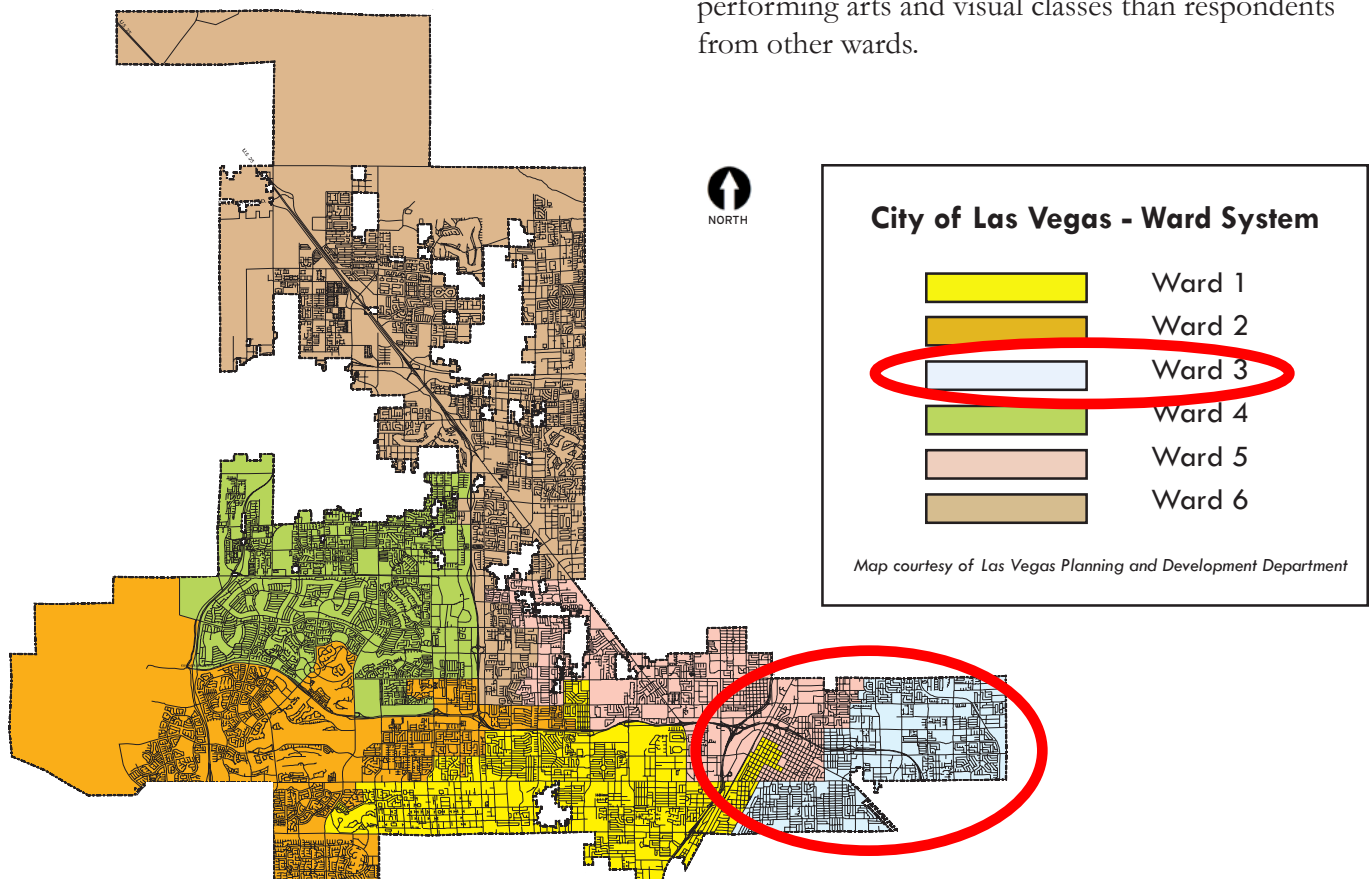
The extensive use of private facilities is reasonable given the median income for this ward - very high compared to other wards. This ward also encompasses the Summerlin development containing private parks and other amenities for residents.

- 61.8% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.
- The overall list of additional recreational facilities desired is comparable to that of other wards; high rated responses unique to this ward include a dog park, a concert/performance stage, unpaved hiking trails, and a fishing pond.



ward 3 observations

- Facility priorities in this ward are as follows: upgrade existing facilities, build new facilities, and maintain existing facilities.
- Respondents from Ward 3 indicated lower participation levels in all recreation activities, particularly exercise/aerobics and weight training.
- When asked what they would like to do, respondents from this ward indicated they would like to swim indoors, participate in arts and crafts, participate in family activities, walk for pleasure, exercise/do aerobics, and listen to music. Again, while these activities were those most desired in this ward, interest levels as compared to those in other wards were relatively low. Participating in arts and crafts and indoor swimming are the exceptions to this rule; both activities received a strong show of interest from ward respondents as compared to interest levels in other wards.
- Respondents were asked if they use parks in their area. If they responded that they seldom used parks, a follow-up question asked why. Respondents from this ward indicated that they feel unsafe, find their parks unenjoyable or uninteresting, feel their parks are poorly maintained, and feel their parks are too crowded. Park facilities analyses could be conducted to assess sentiments regarding the variety/interest of local parks, maintenance and crowding issues.
- 80.1% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.
- The overall list of additional recreational facilities desired is comparable to that of other wards; responses rated higher than average in this ward include a tot lot playground, open grass area, food concession in parks, and sport fields.
- Respondents from Ward 3 are more interested in performing arts and visual classes than respondents from other wards.

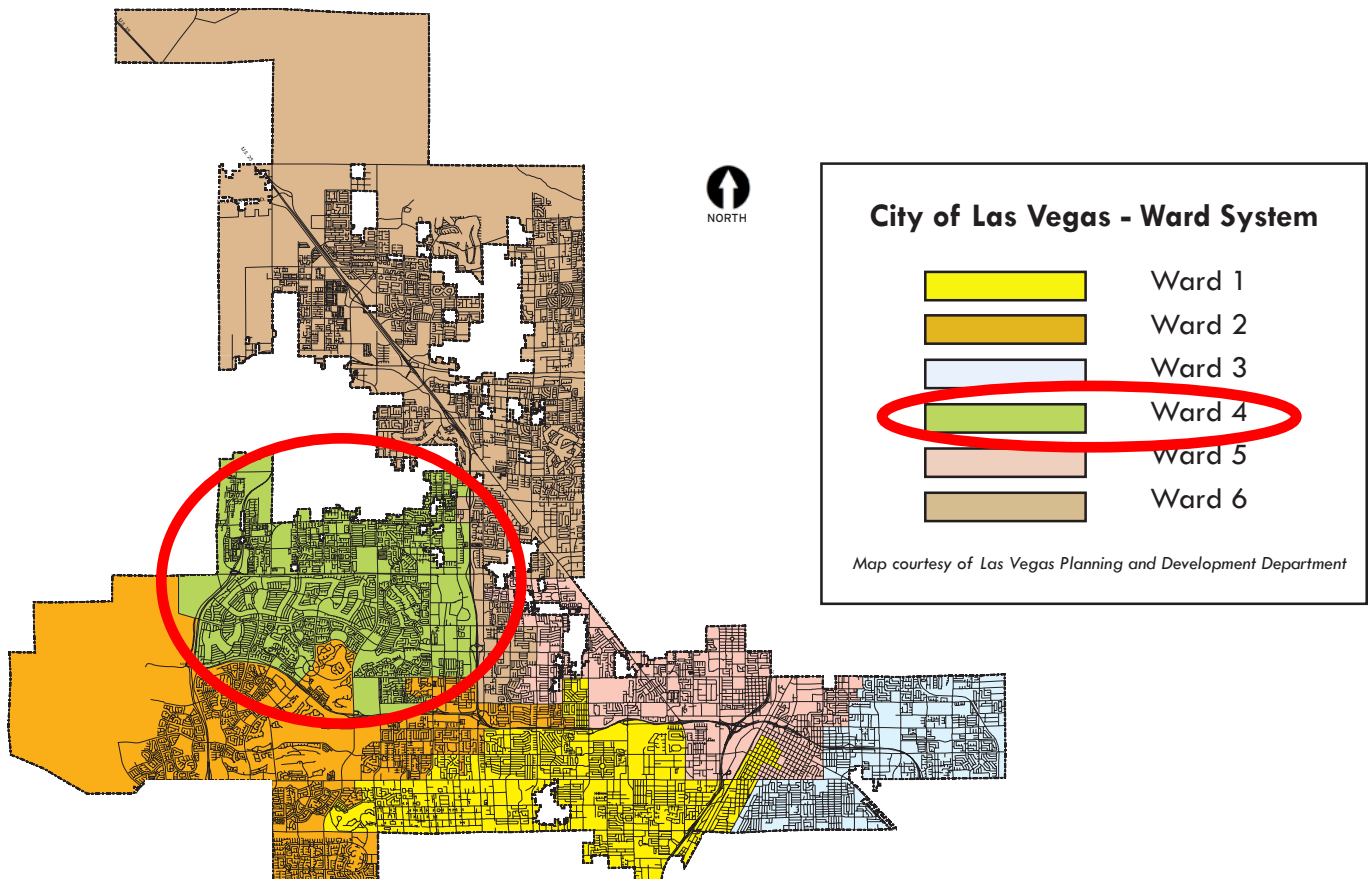


ward 4 observations

- Facility priorities in this ward are as follows: maintain existing facilities, upgrade existing facilities, and build new facilities.
- Respondents from Ward 4 responses rated track and field and soccer at higher participation rates in Ward 4 than other wards.
- When asked what they would like to do, respondents from this ward indicated they would like to walk for pleasure, attend concerts, participate in family activities, do arts and crafts and exercise/do aerobics. These interests are in line with those of other wards.
- Respondents were asked if they use parks in their area. If they responded that they seldom used parks, a follow-up question asked why. Respondents from this ward indicated that they use private facilities. The extensive use of private facilities is reasonable given the median income for this ward - very high

compared to other wards - and the presence of a Sun City senior community with private facilities.

- 53.4% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.
- The overall list of additional recreational facilities desired is comparable to that of other wards. Emphasized responses unique to this ward include a concert/performance stage, sport fields, unpaved hiking trails, and a fishing pond.
- Respondents from Ward 2 also desire a concert/performance stage, unpaved hiking trails and a fishing pond – significant due to the adjacency of these wards to Ward 4.



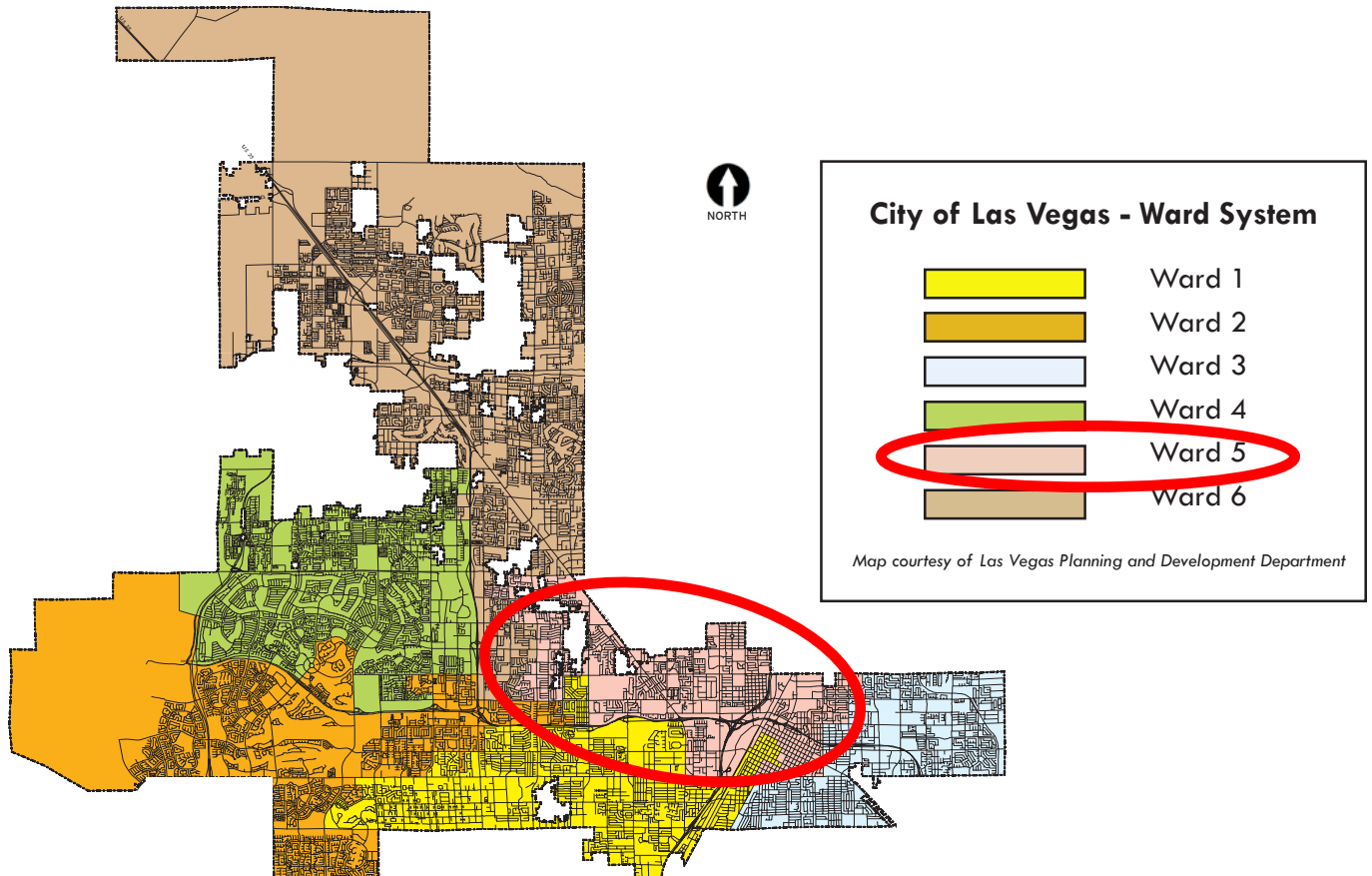
ward 5 observations

- Facility priorities in this ward are as follows: upgrade existing facilities, build new facilities, and maintain existing facilities.
- Respondents from Ward 5 participate in exercise/aerobics and weight training at a notably lower rate than those of other wards.
- When asked what they would like to do, respondents from this ward indicated they would like to walk for pleasure, participate in family activities, do arts and crafts, exercise/do aerobics and swim indoors. The level of interest in walking is more pronounced than in several other wards.
- Respondents were asked if they use parks in their area. If they responded that they seldom used parks, a follow-up question asked why. Respondents from this ward indicated that they feel unsafe, find parks to

be inconveniently located, find their parks unenjoyable or uninteresting, feel their parks are poorly maintained, and feel their parks are too crowded. Park facilities analyses could be conducted to assess sentiments regarding park locations, the variety/interest of local parks, maintenance and crowding issues.

- 82.3% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.

- The overall list of additional recreational facilities desired is comparable to that of other wards; top-rated responses in this ward include a dog park, an open grass area, a tot lot playground and a community area.



ward 6 observations

- Facility priorities in this ward are as follows: build new facilities; upgrade and maintain existing facilities share a seat as second priorities.

- Respondents from Ward 6 listen to music, participate in family activities, visit playgrounds and gourmet cook more than respondents from any other ward. Respondents from this ward also participate in a number of generally less popular activities at far higher levels than any other ward. These activities include social dancing and ballet; attending drama events; pottery and ceramics classes; gymnastics; in-line skating; skateboarding; BMX biking, dirt biking and ATV riding; baseball; and football.

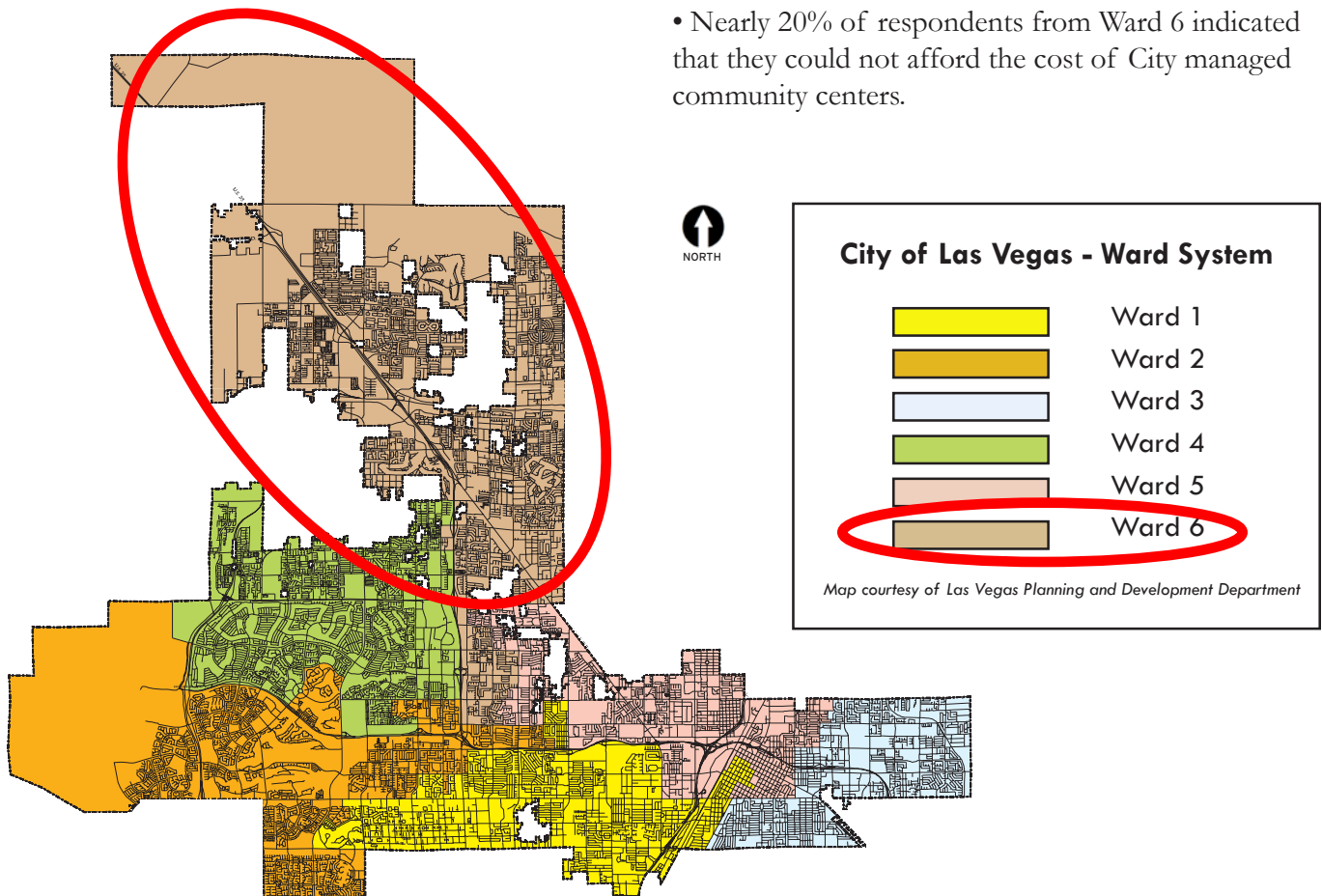
- When asked what they would like to do, respondents from this ward indicated they would like to walk for pleasure, attend concerts, attend fairs and festivals, exercise and do aerobics. The level of interest in these activities is in line with those of other wards.

- Respondents were asked if they use parks in their area. If they responded that they seldom used parks, a follow-up question asked why. Respondents from this ward indicated that their parks are inconveniently located, that they don't know where they are located, and that they are unenjoyable or interesting. Park facilities analyses could be conducted to assess sentiments regarding the location and variety/interest of local parks. Lack of knowledge regarding park locations could be attributed to the large number of new or recent residents in this neighborhood.

- 82.7% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.

- The list of additional recreational facilities desired is comparable to that of other wards; responses unique to this ward include a community area, sport fields, concert/performance stage, and tennis courts.

- Nearly 20% of respondents from Ward 6 indicated that they could not afford the cost of City managed community centers.



trends across wards

Although recreation surveys can convey only part of the message regarding community priorities for facilities and programs, some clear trends can be seen between adjacent wards from this survey. When combined with more extensive data-gathering methods, such as community workshops and focus groups, it may be revealed that large, specialized facilities in which adjacent wards share interest can be constructed to serve both.

Adjacency patterns can be seen as follows:

- Wards 2, 4 and 6 desire concert or performing art facilities
- Wards 6 and 4 both desire sport fields
- Wards 6 and 5 both desire a community area
- Wards 4 and 2 both desire hiking trails and a fishing pond
- Wards 1, 2 and 5 all desire a dog park
- Wards 3 and 5 both desire a tot lot playground.

